WE GET YOU LOUISVILLE.

Media Across The Market
WE GET YOU AMERICA.

At OUTFRONT, we understand that to brands, audiences are everything. We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives.

We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust.

And we do it where it matters.

– We are everywhere. We empower smart brands to take advantage of our ubiquity (400K canvases), our national footprint (25 top markets), and our local dominance (and relevance).
– We are front and center in the places where people live, work, and travel. From urban centers, to busy highways, to transit hubs, to neighborhoods.

We leverage new technology to make OOH more relevant, responsive, and rewarding. And it makes your existing digital investments work harder.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

OUTFRONT. Impact where it matters.
IMPACT WHERE IT MATTERS.

WE LEVERAGE THE POWER OF TECHNOLOGY, LOCATION, AND CREATIVITY TO DRIVE IMPACT AND ENGAGEMENT BETWEEN BRANDS AND AUDIENCES.

TECHNOLOGY
Technology is a priority for OUTFRONT. We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research and real-time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION
With over 400K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (75% of US population reached each week), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

CREATIVITY
Creative drives 70% of an ad’s effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience.

LOUISVILLE, KY
502.584.1900
SOURCE: JIM SPAETH; CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI, Nielsen 2017, Ocean & NeuroInsight Beyond Out of Home.
Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Plus, consumers continue to spend the majority of their day outside the home.

OUTFRONT IS UNIQUELY POSITIONED TO SEAMLESSLY INTEGRATE SNACKABLE BRAND STORIES INTO HOW WE LIVE OUR LIVES TODAY. OUR MEDIA (AND YOUR BRAND) BECOME ADDITIVE TO THE EXPERIENCE, RATHER THAN INTERRUPTING IT.

Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. Leveraging the core strengths of OOH with the connectivity of mobile allows for additional touchpoints of engagement.

This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.
WE GET YOU

AUDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
OUTFRONT is the best primer for digital engagement.

SEARCH
When OOH is added to the media mix, it increases search's return on ad spend by 40%.
OOH drove 170% increase in search for a fashion brand in Boston in only 4 weeks. Read more.

SOCIAL
OOH drives nearly 4x more social/digital activations, per ad dollar spent, than any other media.
A contextually relevant domination drove 335M earned press and social impressions. Read more.

MOBILE
Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.
OOH & mobile drove an 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. Read more.
OOH & MOBILE GROW TOGETHER

US Media 2019 Forecast

-7.2% TV
-6.2% INTERNET (EXCEL MOBILE)
-17.8% PRINT
-4.2% RADIO
2.5% OOH
2.0% ALL MEDIA

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!

LOUISVILLE, KY
502.584.1900
SOURCE: MAGNA GLOBAL, 2018

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IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE NETWORK</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
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<th>STREET FURNITURE</th>
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LOUISVILLE, KY
502.584.1900

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MEDIA ACROSS LOUISVILLE
Louisville is Kentucky’s largest city and prides itself for rich cultural flavor. Known as “Derby City” and “Gateway to the South,” it is headquarters to several major companies such as: Humana, Brown-Forman, Louisville Slugger Bats, Papa John’s Pizza, YUM! Brands (parent company of KFC, Pizza Hut, and Taco Bell), and Texas Roadhouse.

Louisville is also home to UPS Air Hub, GE Appliance Park, and Ford Motor Company Plants.

WHY LOUISVILLE?

— Home of the most exciting 2 minutes in sports…the Kentucky Derby at the Historic Churchill Downs.
— Bourbon Capitol of the world, with an amazing Urban Bourbon Trail, and home to Whiskey Row.
— Ranked #3 for top foodie getaways around the globe by Zagat Survey.
— Ranked 11th by US News as top weekended getaway.

In Louisville, KY, OUTFRONT reaches 87.3% of the CBSA consumers weekly.
# MEDIA FORMATS

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<tr>
<th>BILLBOARDS</th>
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<tr>
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<td>JR. POSTERS</td>
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<td>INFLUENCERS</td>
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</table>
BILLBOARDS
BILLBOARD MEDIA

Reach a large audience with billboard advertising offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this Louisville market coverage.

BILLBOARD MEDIA

- Static Bulletins
- Digital Bulletins
- Posters
- Jr. Posters
STATIC BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the U.S., bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

PRODUCT INFORMATION

- 14’H x 48’W
- Odd Sizes
- Sizes vary by location
- Extensions available

COVERAGE

- I-65
- I-71
- I-64
- See map for complete coverage
STATIC BULLETIN COVERAGE
Market Wide Coverage Reaching the Metro Area

LOUISVILLE, KY
502.584.1900

BACK TO MEDIA FORMATS
STATIC BULLETIN COVERAGE
(ELIZABETHTOWN)

Market Wide Coverage Reaching the Metro Area

These locations are not on hold, this list is for proposal purposes only. For availabilities contact your sales representative.
DIGITAL BULLETINS

Add an extra layer of timeliness and relevance to your campaign through a digital execution. Easily change creative messaging based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

PRODUCT INFORMATION

- 14’H x 48’W
- LED Display
- Spot Length: 8 Seconds

COVERAGE

- Downtown
- I-65
- See map for complete coverage
POSTERS

Visible, bright, and green posters are made of 100% recyclable polyethylene printed copy and are highly visible to both pedestrian and vehicular traffic. Louisville specific locations bring your ad and message directly to your target audience. Posters are seamless and are a perfect media option for both local and retail advertisers.

PRODUCT INFORMATION

- Posters: 10'5"H x 22'8" W

PRODUCT INFORMATION

- Downtown
- Surface Level Streets
- See map for complete coverage
These locations are not on hold, this list is for proposal purposes only. For availabilities contact your sales representative.

Louisville posters
Location Map

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Located along primary and secondary roadways, junior posters are highly visible to vehicular traffic. This media format offers advertisers deep neighborhood penetration that will speak directly to your demographic in one of the most cost efficient ways.

Junior posters offer point-of-purchase opportunities and are a great medium for local businesses to drive traffic to their stores.

**PRODUCT INFORMATION**

- Jr. Posters: 60”H x 132”W

**PRODUCT INFORMATION**

- Downtown
- Surface Level Streets
- See map for complete coverage
STREET FURNITURE
Street Furniture enables advertising that connects with consumers on an intimate, face-to-face level. Options such as bench advertising and bus shelter advertising provide impact to a mass vehicular and pedestrian audience.

Whether providing broad-based coverage in many markets or targeted to a single neighborhood, Street Furniture advertising is as perfect for high-end fashion and entertainment as it is for packaged goods.

**STREET FURNITURE MEDIA**

— Bus Shelters
— Kiosks
Bus shelters are located at key consumer convergence points throughout selected markets, following bus routes in urban areas, and all the way into residential neighborhoods. Round-the-clock visibility to both pedestrian & vehicular traffic.

PRODUCT INFORMATION
- 68.5”H x 47.5”W

COVERAGE
- Downtown
- Surface Level Streets
- See map for complete coverage
Located on primary streets in high-profile, highly desired urban areas, Kiosks provide coverage in areas zoned out to other media. This gives advertisers the opportunity to stand out and target audiences in areas with minimal advertising, at a high frequency.

**PRODUCT INFORMATION**
- Backlit
- 43”H x 62”W
- Odd sizes

**COVERAGE**
- Paddock Shops
- See map for complete coverage
SECOND SCREEN MEDIA
MOBILE NETWORK

Combine the power of OOH with mobile to create new engagement opportunities with your target audience. Targets the right users by geofencing your OOH and strategic locations, target by behavior, then create message frequency with this audience through retargeting.

DROVE OVER 32K+ ESTIMATED VISITS TO WE WORK

Disclaimer: OUTFRONT does not guarantee results or end user activity/engagement with respect to OUTFRONT Mobile Network campaigns, including, without limitation, the click through rate (CTR), the secondary action rate (SAR) or increased traffic/visits, customer interactions, commercial opportunities, revenue or ROI.
SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS
Social monitoring tracks lifts in location based social conversation and search with geofencing, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

ENGAGEMENT OPPORTUNITIES
- Snap Codes & Filters
- QR Codes
- Shazam Codes
- Spotify Codes
- AR
- Paid Social
- Influencers

IRL TO URL IMPACT
OOH secures 4X more social activations, per ad dollar spent, compared to all other media.
INFLUENCERS

Choose the right influencers for your brand and continue to amplify the impact of your OOH campaign on social media. Content can live infeed on Facebook, Twitter or Instagram or as an Instagram story.

METRICS
- Views
- Engagement
- Clicks
- Downloads